

For Immediate Release

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Bridgestone announces changes to executive operation structure, senior management responsibilities and positions

Tokyo (November 13, 2020) – Bridgestone Corporation announced today that it intends to implement the newly designed executive operation structure, senior management responsibility and positions as described below.

Change Highlight

The company is simplifying and reclassifying its executive operation structure from five to three layers in principle, composed of Senior Officer, Executive and Management. These changes take effect on January 1, 2021.

- The company is eliminating the existing Executive-Officer-System and reclassifying the existing Vice President and Senior Officer positions into a Senior Officer position. The Senior Officer will serve as the head of each business / function and have global management responsibility.
- The company is reclassifying the existing Corporate Officer position to Executive. These roles are responsible for building division strategy and execution.
- The company is reducing the number of officers from 60 to 20.
- The company is reducing the number of leader positions by 20%.

Bridgestone Corporation is adopting this new executive structure to accelerate decision-making and transform into a leaner organization.

Bridgestone Corporation has defined a vision of providing social value and customer value as a sustainable solutions company toward 2050 and established its Mid-Long Term Business Strategy to serve as a guide in accomplishing this vision. The company moves forward with its unique HRX initiatives in order to maximize organization capability for execution of Mid-Long Term Business Strategy.

1. Changing Positions and Responsibilities of Executive Officers

(Effective January 1, 2021)

Name	New	Former
Masato BANNO	Senior Vice President and Executive Officer, Global Chief Technical Officer (Global CTO) Responsible for Technology, Quality Management	Senior Vice President and Executive Officer, Global Chief Technical Officer (Global CTO) Responsible for Technology, Quality Management; Concurrently responsible for Products and Technology Development

2. New Members of Vice President and Senior Officer

(Effective January 1, 2021)

Name	New	Former
Hidekazu KIMIZU	Vice President and Senior Officer Responsible for Corporate Administration Chief Compliance Officer	Vice President and Senior Officer Responsible for Corporate Administration Chief Compliance Officer, Legal Affairs and Intellectual Property
Thomas HIGGINS	Vice President and Senior Officer, Global Chief Digital Strategic Officer (Global CDSO), Global Chief Business Strategic Officer (Global CBSO), and Global Chief Sustainability Officer (Global CSTO) of Bridgestone Corporation Responsible for G Digital Strategy; Concurrently responsible for G Business Strategy; Concurrently responsible for G Public Relations, Government Relations and Sustainability BSAM Vice Chair of the Board BSEMIA Supervisory Board Vice Chair BSCAP Chair of the Board BSJP Board Chair	Vice President and Senior Officer, Global Chief Digital Strategic Officer (Global CDSO), and Global Chief Business Strategic Officer (Global CBSO) of Bridgestone Corporation Responsible for G Digital Strategy; Concurrently responsible for G Business Strategy; BSAM Vice Chair of the Board BSEMIA Supervisory Board Vice Chair BSCAP Chair of the Board BSJP Board Chair

Name	New	Former
Akira MATSUDA	Vice President and Senior Officer, Chief Quality Management Officer Responsible for Quality Management	Vice President and Senior Officer, Chief Quality Management Officer Responsible for Quality Management
Kenji YAMASAKI	Vice President and Senior Officer Responsible for Manufacturing and Production Engineering; Concurrently Director, G Tire Manufacturing Support Division	Vice President and Senior Officer Responsible for Manufacturing and Production Engineering Tire Manufacturing and Production Engineering
Yuzo SHISEKI	Vice President and Senior Officer Responsible for Tire Development, Production Technology Development	Vice President and Senior Officer Responsible for Tire Development, Production Technology Developments Commercial Tire Development Tire Production Technology Development
Masahito TSUJI	Vice President and Senior Officer Responsible for Diversified Products Solutions Business	Vice President and Senior Officer Responsible for Diversified Products Solutions Business
Makoto HASHIMOTO	Vice President and Senior Officer Responsible for G-SCM, G Procurement, Internal Manufacturing	Vice President and Senior Officer Responsible for G-SCM, Internal Manufacturing Management and Procurement
Yuji MOCHIZUKI*	Vice President and Senior Officer Responsible for Japan Tire Production and Quality Management	Vice President and Senior Officer Responsible for Japan Tire Production and Quality Management Japan Tire Quality Management and CQO
Tomohiro KUSANO	Vice President and Senior Officer Responsible for G-MICAA (Mining, Industrial, Construction, Agriculture, Aviation) Solutions Business	Vice President and Senior Officer Responsible for G-MICAA (Mining, Industrial, Construction, Agriculture, Aviation) Solutions Business
Gabriel ASBUN	Vice President and Senior Officer of Bridgestone Corporation BSAM Member of the Board, Group President, Americas Tire.	Vice President and Senior Officer of Bridgestone Corporation BSAM Member of the Board, Group President, Americas Tire.

Name	New	Former
Christopher NICASTRO	Vice President and Senior Officer of Bridgestone Corporation Executive Vice President, Chief Legal Officer, General Counsel, Secretary and Chief Compliance Officer, Bridgestone Americas, Inc.	Vice President and Senior Officer of Bridgestone Corporation Executive Vice President, Chief Legal Officer, General Counsel, Secretary and Chief Compliance Officer, Bridgestone Americas, Inc.
Scott DAMON	Vice President and Senior Officer of Bridgestone Corporation BSAM Member of the Board, Group President, Operations.	Vice President and Senior Officer of Bridgestone Corporation BSAM Member of the Board, Group President, Operations.
Laurent DARTOUX	Vice President and Senior Officer of Bridgestone Corporation BSEMIA Management Board Chair, CEO and President	Vice President and Senior Officer of Bridgestone Corporation BSEMIA Management Board Chair, CEO and President
Yoshikazu SHIDA	Vice President and Senior Officer Seconded to Bridgestone Asia Pacific Pte. Ltd. BSCAP Member of the Board, CEO Chairman of Bridgestone (China) Investment Co., Ltd.	Vice President and Senior Officer Seconded to Bridgestone Asia Pacific Pte. Ltd. BSCAP Member of the Board, CEO and COO Chairman of Bridgestone (China) Investment Co., Ltd.

* Position is changed from that announced on October 27, 2020.

3. Retiring Members of Corporate Officers

(Effective January 1, 2021)

Name	New	Former
Asahiko NISHIYAMA	External Advisor	Vice President and Officer Seconded to Bridgestone Americas, Inc. BSAM Vice Chair of the Board
Keita IDE	External Advisor	Vice President and Senior Officer Responsible for G-CEO Office Corporate Strategy

Name	New	Former
Mitsuhira SHIMAZAKI	—	Vice President and Officer Brand, Olympics and Paralympics

* Those listed above are retiring from the position of Corporate Officer of Bridgestone Corporation on December 31, 2020.

About Bridgestone Corporation:

Bridgestone Corporation, headquartered in Tokyo, is a global company focused on delivering advanced mobility and solutions to customers around the world. In addition to tires and solutions for use in a wide variety of automotive and mobility applications, it also manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Bridgestone products are sold in over 150 nations and territories around the world.

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